

YOUR WEEK IN CHINA'S CAPITAL

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Basketball Education Shoots Up

The NBA and the government are bringing basketball to schools. **Page 4**



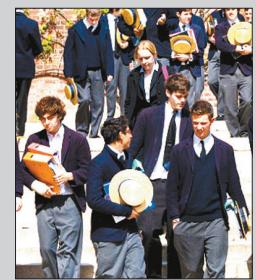
Web Giants March Into Cinemas

Tencent, Baidu and Ali are betting on film as the next big biz. **Page 5**



Crossing Sino-UK Education

UK private education has much in common with China's best. **Page 6**



Marrow Donors a Rarity

A woman surnamed Liu became one of China's 20 donors to share their marrow this year.

Bone marrow donation remains exceedingly rare in China. The country's donor database depends on highly mobile college students who often fall out of contact soon after signing up. **Page 2**

国造造血干细胞捐献者资料库
(中华骨髓库)

志愿捐献者同意书

捐献造血干细胞的意义和有关知识。通过造血干细胞治疗人体造血系统及免疫系统的严重疾病，如白血病、重症再生障碍性贫血、地中海贫血、重症免疫缺陷症等。从外周血采集造血干细胞的全过程，知道采集造血干细胞没有损害。

将如实准确地提供个人健康资料并到指定地点抽取骨髓，我将义无反顾为需要移植的患者捐献造血干细胞，挽救其生命。

如联系地址或电话变更时，会及时告知中国造血干细胞捐献者资料库。

中国造血干细胞捐献者资料库不能用我捐献的造血干细胞求救，中国造血干细胞捐献者资料库仅用于造血干细胞移植治疗，保证为我的个人资料保密，仅用于造血干细胞移植治疗，保证为我的个人资料保密，仅用于造血干细胞移植治疗。

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Police Bust Fake Kidnapping Group

BY DIAO DIAO

Parents of middle school students in Haidian District received some disturbing phone calls over the summer from alleged gangsters who threatened to send them their children's severed fingers if they don't pay up.

Beijing police recently announced that they arrested the people behind the calls, most of whom were unemployed men from neighboring Hebei province.

Yue Yun is the father of a student and the first to report having received such calls. Yue thought it was rare to have fraud or kidnapping cases in Bei-

jing until the police told him there were several others.

Most parents called the police except for one father surnamed Meng.

Meng received a similar call in the morning after he took his child to school. He thought it was a crank call until the person said he knew Meng's wife and the child's name, birthday and address, his wife's company and his child's school. Meng called his wife and went to the school, where he found that many other parents received similar calls.

Police said the group included five men who made 50 calls per day. They

learned to imitate the accents of north-eastern gangsters from TV and told each family they victimized that they had "offended someone."

With the start of the semester, a new scam is underway. Police said many criminals are pretending to be the child's teacher and asking for money to cover a hospital bill after a school accident. The call usually comes with personal details about the child and family that sound like the materials kept in school records.

Police said anyone who receives such a call should report it immediately. ■

CHINESE STOCK INDEXES

SSE (Shanghai)

Close	Change	YTD
3,142.69	▲ 26.80 (+0.86%)	-2.84%

SZSE (Shenzhen)

Close	Change	YTD
1,757.54	▲ 21.09 (+1.21%)	+24.19%

HSI (Hong Kong)

Close	Change	YTD
21,095.98	▼ 206.93 (-0.97%)	-10.63%

Accurate to market close on September 24, 2015





CFP Photos

Database Empties as Missing Marrow Donors Move On

BY DIAO DIAO

A woman surnamed Liu went to Air Force General Hospital to donate her hematopoietic stem cells on September 16. She was the 225th person to donate her marrow to save leukemia patients.

According to the China Marrow Donor Program (CMDP) of the Red Cross Society of China, the country's first ever bone marrow donation happened in 2003. In more than a decade since, there has been an average of 20 donors per year.

A spokesperson for the program blamed the low donation rate on two shortcomings: a very low number of matches and a very high number of donors who back out and lose contact.

Liang Yongqing, deputy director of the program's Beijing library, said there are nearly 120,000 donors profiled in the Beijing library: 45 percent of them are college students.

"In terms of the physiological condition

of the cells, college students are usually the best. In former successful matching cases, more than 30 percent were from college students," Liang said.

Secretary-General Liu Xiaoyan at Haidian Red Cross said both universities and the Red Cross contact each other for cell collection every year.

At China University of Political Science and Law, there is a hematopoietic stem cells collecting fair every November. In 2014, there were 118 blood samples from the student body that made it into the Beijing library.

And yet only seven donors gave their cells between 2007 and 2015. Most simply vanished into the ether.

Liang said students have mobility and frequently change their phone numbers and email addresses.

The project's main job is to track down missing donors. Often, more than 10 workers are assigned to find the same person at the

same time.

Today, the China Marrow Donor Program is becoming pickier about its potential donors. Fields on the application form that used to be elective – such as a back-up contact and address – are now required. Social media and messaging accounts on QQ and WeChat are also expected.

Public health officials need to do more to educate people about the need for hematopoietic stem cells, Liang said.

"Most donors fear that the donation process is not safe or will harm their own health, which is an old misunderstanding," Liang said.

"People think that the cells are directly taken from their bones. But now, we inject rhG-CSF, to motivate the hematopoietic stem cells into peripheral blood, and extract the cells. Blood goes back to the donor's body and the hematopoietic stem cells will recover in two weeks," Liang said. ■

Beijing Enters the Car Booking Business

BY YANG XIN



Photo by Forbes

Beijing launched a government-backed car-booking app called Shouqiyueche on September 16. The new mobile app was developed and released by state-owned taxi operators Shouqi and Beijing Xianglong Taxi.

This official app is designed to connect users with licensed cars and drivers in the capital. The makers claim it can rival Didi, Kuaidi and Uber, which use private or rented cars to offer car-hailing services, *China Daily* wrote.

Five hundred licensed cabs are available through the app. All are converted from former taxis that were struggling to find curbside customers. The conversion marks another reduction in the number of city cabs as more and more passengers book trips online.

New services offered by the official app are almost twice as expensive as tradi-

tional cabs, as most of the vehicles are cozy four-door sedans. Rates include a base fee, per kilometer billing and by-the-minute billing. Rides are mostly limited to areas near upscale hotels, the airport and the business districts.

The service is said to benefit drivers as they no longer need to pay for rental costs, gas fees and maintenance, which usually squeeze the income of traditional cabbies. ■

Beijing wants to see 1,800 such cars on the street by year-end.

A survey by *Nanfang Daily* revealed that among the 1,100 respondents, nearly 40 percent would choose an official car-hailing service out of security concerns while 34 percent prefer private car-hailing platforms like Didi, Kuaidi and Uber, favoring their economical services. With regard to the official app's future, 39 percent deem it a fleet show. Many say the government will never outperform business entities in a commercial market. Another 34 percent were optimistic about the new app, believing irreplaceable governmental resources to be its biggest advantage.

"The rise of app-based car-hailing services has had a giant impact on traditional taxis, forcing their platforms to reform and transform," said Xue Zhaofeng, a professor at the National School of Development. ■

Half-Yuan Snack Shop Around Schools

BY DIAO DIAO

September 1 was the first day of class for Beijing's elementary and middle schools, and the nearby neighborhood shops were stocked with cheap and potentially dangerous snacks.

The China Food and Drug Administration's report on food safety of the first half of 2015 found that snack shops and vendors around primary and middle schools are the main distributors of foods that are not approved for sale in Beijing.

Reporters from the *Beijing Youth Daily* went to Huijialou Zhongxin Elementary School in Chaoyang district and Beijing No. 156 Middle School in Xicheng district and found that many dangerous snacks were on the shelves. Most were priced 0.5 yuan, including the famous 1990s favorite: latiao. The spicy flour-based strips are often pressed into shapes like mushrooms, beans or other foods.

Other snacks such as artificial beef and chicken jerky were priced similarly.

Reporters bought six different snacks in one snack shop near No.156 Middle School and found there were more than eight similar shops selling latiao and similar things on the bottom shelves.

The owner of the Lishunfu shop near No.156 Middle School said his supply of latiao is unstable because it is on a banned food list. When inspectors check up on production facilities, they often confiscate anything made without a license.

"Usually the guards don't come frequently. And besides, the students really like latiao," he said.

Most of the 0.5 yuan foods are purchased at wholesale markets in Yaojiayuan, Xinfadi, Baliqiao or Panjiayuan.

A man surnamed Jiang who rents a booth in Baliqiao Market said most of his snacks are sold with a business license, food production permit and quality seal. Latiao and the other 0.5 yuan foods are the only exception.

"There are no licenses or certifications on these half-yuan foods, but we all still sell them. If someone asks about it, we just promise to stop selling them," Jiang said. Other vendors gave similar answers.

Reporters tried to contact the manufacturers listed on the packaging and found that most of them were not located in Beijing. The companies also lacked Beijing sales agents.

A man surnamed Yan who worked as food agent for 20 years said that most cheap snack manufacturers don't have agents in Beijing because the city has higher requirements on food safety than neighboring provinces. ■



Expired Vaccines Kill Infants in Henan

BY YANG XIN

接种记录 (二)				
次	接种日期	接种部位	疫苗批号	生产企业
1	20140606		20111260-3	武汉生物
2	15-1-9		20110835-2	武汉
3	20150701 左上肢		20130835-2 武汉生物 沈阳	

In a cruel twist, the life-preserving vaccines that were supposed to protect a generation of children from disease have killed or injured numerous children in Shenqiu County, a region outside Zhoukou, Henan province.

On September 18, the local satellite station Henan TV reported that more than 400 infants were injected with expired vaccines. Many of the children who received their APDT vaccines in the Village of Fengying developed persistent high fevers and breathing difficulties.

Wang Huanhuan, a villager and mother of a three-month-old baby affected by the scandal, began investigating the vaccine's manufacturer and learned the vaccine had expired six months before her child was inoculated. Her infant continues to suffer severe health problems.

Officials denied the results of Wang's investigation.

"The batch of vaccines had been used up



Photos by Beijing Youth Daily

before the expiration date," said Yang Jun, chief of the Immunity Planning Section at Shenqiu County's Centers for Disease Control and Prevention. Yang said the expired batch numbers were an internal misprint that was not corrected "due to misconduct of relevant staff in the health center."

This is not the first time the health center has been caught using bad vaccines. Approximately one year ago, three children who were vaccinated there fell terribly ill. Two have already perished, and the third remains in treatment.

The incident ended with the suspension of several health center employees.

The Health Bureau and Disease Control and Prevention Center of Shenqiu County

issued a preliminary investigation report on September 18 that denied all responsibility and said the infants' poor outcomes had nothing to do with their vaccination.

But it's hard to trust the report since it was released by a local government department that is affiliated with the health center under suspicion.

"[The problem is that] there is no third party that can play a supervisory role once these problems occur. It's a huge fallacy for them to say they can supervise and manage these things on their own," said Yu Tong'an, the parent of a child whose was also injured by tainted vaccines administered in Guangdong province. ■

Buyers of Trafficked Children to Face Prosecution

BY YANG XIN

Buyers of trafficked children will no longer be exempted from prosecution starting in October, a spokesperson for the Ministry of Public Security said at the end of August.

The amendment to the Criminal Law, passed by China's top legislature on August 29, takes effect in November and stipulates that buyers of abducted women and children will face criminal penalties. An earlier law left buyers exempt as long as they did not prevent trafficked people from returning home or obstruct rescue efforts.

The new law imposes harsh sentences for child trafficking, including the death penalty in certain cases, but that does not include buyers of kidnapped children. Most can be sentenced to up to three years in jail but may still be exempt from criminal proceedings if they do not abuse the child or



Photo by qq.com

attempt to hinder rescue efforts.

The Ministry of Public Security said in a

recent statement that those who voluntarily turn themselves in before October 31 will not face a criminal penalty, as per the original law.

The ministry said it hopes the revised stipulation will be a more effective deterrent against human trafficking.

"No buyers, no abduction," said Chen Shiqu, director of the ministry's anti-human trafficking office.

The amendment is widely recognized as a fundamental change in the country's policing of abduction. It may clear away many obstacles preventing police from rescuing abducted children.

In 2009, the ministry set up a DNA database nationwide for abducted children with an aim to facilitate the searching for their biological parents. Nearly 4,000 children have been matched with their parents using DNA evidence. ■

THE WEEK IN WEIRD

STRANGE HAPPENINGS ON THE CHINESE NEWS WIRE
BY SU DERUI

Police Drug Bust Exposes Cross-Dresser

A woman surnamed Tian was arrested by police in Huainan, Anhui province, for taking drugs in a KTV parlor. Tian asked the police to keep her together with her "sister" Guan when they were taken to the police station. The officers informed her that would not be possible because Guan was actually a man. Tian said she was shocked – all the more so because the two had been living together for some time.

(Youth.cn)

Group swindled 300,000 yuan though prostitution ads

Enchanted by the pretty pictures he found on a prostitute's business card, Xiao Su, a young man in Feixi, Anhui province, decided to dial the number.

A man answered the phone and asked Xiao Su to transfer 400 yuan to an account. Xiao Su agreed, thinking it was a small sum. After the transaction, the man demanded another 3,000 yuan as a "deposit."

Xiao Su sent the 3,000 yuan and received a call from a young woman who said she was wearing expensive clothing. To ensure the safety of the clothing, Xiao Su had to pay 5,000 yuan before she would come to his door and provide service.

Xiao Su sent the 5,000 yuan. However, this was not the end, he received another call demanding more money. He rejected the request and demanded a refund. When he called again, the phone was already turned off. Xiao Su then called the police.

Police investigators found that the prostitution ads were a scam to trick the gullible and that no actual prostitutes were working at the number. Police said the group amassed more than 300,000 yuan with their scam.

(Tencent)

Woman Earns 3,000 Yuan Selling 'Goodnight' Texts

A girl identified as Jiu Mei in Guangzhou, Guangdong province, began selling good-night messages to strangers four years ago. In a recent meet-up, Jiu Mei said she had earned around 3,000 yuan with her business.

Jiu Mei writes good-night texts for strangers and sells them for 1 yuan each. She told local media that around 200 customers have bought good-night texts from her, and she earned about 3,000 yuan.

Jiu Mei said most of the texts were related to love and relationships. Most people bought the texts to send to their crushes or exes. Texts sent for crushes usually required it to be anonymous, and texts sent for exes were usually parting words or about lingering attachment.

She has also had some married clients who were attempting to recover lost romance. Jiu Mei said one of her more unusual customers bought 30 good-night texts for a non-existent number. When she informed the customer, he asked her to continue sending them anyway.

(Tencent)



Basketball Education Shoots Up in China

BY SIMINA MISTREANU

Well-maintained basketball courts are tucked between ancient buildings in the Forbidden City and the Confucius Temple. Tickets for NBA games held in China sell out minutes after becoming available online. Legendary player Yao Ming still rolls out endorsement contracts of hundreds of millions of dollars, even years after his retirement.

China's love for basketball is obvious and growing.

YMCA missionaries introduced the sport to the country in the late 19th century, one year after its invention in the US. The Communist Party condoned it for its emphasis on teamwork and effort and established teams within the army. Today, about 300 million Chinese play basketball.

But China's first generation of children to play basketball on a large scale is just being shaped. It is nourished by an increase in living standards, dreams of education abroad and a year-old partnership between the Chinese government and the NBA to develop a better basketball curriculum for schools across the country.

"Chinese living standards are increasing, so people have more money to do extra things such as sports," said Jet Su, founder of Beyond the Dream Basketball Club in Zhejiang province.

Parents are also learning to incorporate the game in children's daily schedules, which were traditionally burdened with schoolwork. Industry observers see it as a change in culture.

"The change in attitudes about sports



Photo Courtesy of Brent Schuck

participation has evolved a lot in the past 10 years, and participation in after-school sports programs continues to grow among families," said Shaan Price, teaching director at the NBA Yao Basketball Club. "There are many companies now that offer sports training, especially for team sports such as basketball and soccer, but also individual sports such as swimming, badminton, and tennis."

Diplomacy and Business

The NBA Yao Basketball Club was established in February 2014 by NBA China and Yao Ming as an after-school basketball and fitness program for boys and girls of all skill levels. About 2,500 students have trained to date at the club's locations in Beijing and Shanghai.

Also in September 2011, the NBA in collaboration with the Chinese Basketball

Association opened the CBA Dongguan Basketball School, a training center for elite players ages 12 to 17.

The NBA started its remarkable foray into the Chinese market almost three decades ago. In 1987, then-commissioner David Stern offered CCTV free broadcast rights. NBA's popularity soared after 2002, when Yao Ming was drafted by the Houston Rockets, and culminated with the opening of NBA China in 2008.

But the organization's strongest move in terms of basketball education in China came last year. In October 2014, the Ministry of Education of the People's Republic of China and the NBA announced a partnership to incorporate basketball and fitness curricula in elementary, middle and high schools across the country and provide basketball training to more than 3 million students by 2017.

In the year since, the NBA has held basketball clinics and coaching seminars in schools across the country. In July, Tsinghua High School Varsity Team traveled to Houston to train with a Houston Rockets coach and play against the Houston Select U18 Boys team. Vice-Premier Liu Yandong was there and said basketball could improve Sino-US relations through "people-to-people exchange." She said the two countries resumed their formal relationship through "ping-pong diplomacy" 37 years ago.

If Chinese politicians see basketball training in schools partly as a diplomatic endeavor, for the NBA it's a means to build a grassroots movement – through growing the next generation of players and building infrastructure along the way. In other words, the NBA is building its future market.

"The league is adapting to a global marketplace that is no longer easily dominated by hegemonic American culture," Sam Riches wrote in *The New Yorker*. "The NBA's willingness to adapt to a new set of economic and cultural circumstances may, after all, be the most American thing about it."

The NBA pledged to invest 10 million yuan (\$1.6 million) to build public basketball courts around the country. Over the years, league-sponsored organizations have set up 1 million basketball courts in Chinese villages.

Culture and Exposure

Meanwhile, smaller basketball clubs started sprouting in large cities 10 years ago, Su said. He and his partners launched Beyond the Dream Basketball Club out of passion for the sport. They bring professional trainers to elementary and middle schools in Zhejiang province. So far they've trained about 1,000 students, he said.

Brent Schuck, a player from Kansas with a background in the NCAA and ABA, is one of the club's trainers.

Schuck said Chinese students are interested to learn and have a strong work ethic. Some want to play basketball in the US, in college or otherwise. But the difference between them and American youth, he says, is the level of exposure to high-level professional basketball.

"The children here have no high-level competitive experience, in comparison to the American AAU circuits," Schuck said. "This trend carries up to the CBA."

But differences are also cultural and historical. China has had a different approach to sports – both professional and recreational – than Western countries.

China's professional athletes are selected at a very young age and placed in special training schools, according to the "womb-to-tomb" Soviet model. The approach has been criticized for yielding poor results in team sports.

On the other hand, regular students must handle heavy course loads and prepare for the ever-looming National College Entrance Exams. After-school hours are spent doing homework, preparing for tests or private tutoring. That culture is unlikely to shift in a short period of time, but coaches see incremental changes.

"With the testing pressure that students have in China, we see a limit on the amount of time they can spend doing an extracurricular sports activity," Price said. "Training programs will continue to be held after school and on weekends. The major change we see is that more and more families are learning about the benefits of sports participation, especially team sports, so the number of students joining basketball training camps will continue to grow." ■

Film and China have a long history together. A French tourist brought the art to China as early as 1886, according to the day's newspaper of record, the Shun Pao. By 1905, China had shot *Ding-jun Mountain*, its first film.

For most of its history, the world of Chinese film has been a lone fighter up against the dominant foreign market. But that may be changing.

China's Internet giants have taken an interest in film and have become aggressive promoters of domestic productions.

The trend began with LeTV's formation of Le Vision Picture in 2011. Last June, Alibaba Group spent HK \$6.24 billion turning China Vision Media Group into its own Alibaba Pictures Group. A month later, the Baidu subsidiary iQiyi formed iQiyi Pictures.

This month, Tencent entered the game by setting up Tencent Penguin Pictures and Tencent Pictures on September 11 and 19. At present, the companies are mainly focused on online seat reservation and ticket sales, but film investment is almost certainly on the horizon.

In the last two years, Baidu invested in *The Golden Era*, *Gone With the Bullets* and *Miss Granny*. Alibaba invested in *Mission Impossible: Rogue Nation*. Tencent invested *Dragon Blade*, *Black and White: The Dawn of Justice* and *Meet Miss Anxiety*.

Last year, CEO of Bona Film Group Yu Dong said at the 18th Shanghai International Film Festival, "In the future, film and TV series makers will probably work for Internet companies such as Baidu, Alibaba and Tencent."

Yu's prediction may be an exaggeration, but with Internet money flooding the film business, the industry will have a hard time staying isolated.

Internet Ambitions

For companies who specialize in video search, such as LeTV, Youku and Tudou, film is an important channel for profits. Many netizens pay a membership fee to streaming media sites to watch films that are still playing in the cinema.

At the most basic level, film industry investments give these companies more resources to attract new members. Higher membership counts will win more advertisers who will buy more expensive ads.

But many of these video companies have dreams of original content. By producing and broadcasting their own creations, the companies get an advantage on both sides.

The situation is more complicated for Baidu, Alibaba and Tencent. For these Internet giants, video is not a primary service. The three have strong existing



Photo by
zongyijia.com

Web Giants March into the World of Film

BY SHU PENGQIAN

businesses and don't need a hand in the film industry. Their investments might be a sign of how to force diversification in a tight market.

Jack Ma, CEO of Alibaba Group, once said his Alibaba would be a business empire, not an e-business empire.

It's almost impossible to live a modern life in China without feeling the touch of Baidu, Alibaba and Tencent. For the three companies, each of which has interests in shopping, food and transportation, media offers a hopeful thread to unite their businesses.

And more importantly, there is much money to be made.

China is already the second big film market in the world. In the last decade, China's box office value has expanded 30 percent every year, and the 2015 total box office value is predicted to reach 45 billion yuan.

The Baidu Film Business Department initially targeted cinemas with online seat selection and ticket sales. Then it expanded into producing domestic films and leveraging its Baidu Tieba, Baidu Map and Nuomi.com products to publicize its works.

A business pattern that expands interests, earns profit and increases the number of users is exactly what most Internet companies want.

Integrating the Internet with traditional industries and using it to drive their development has become known as "Internet Plus" in Chinese business circles. The concept was first put forward by Yu Yang, CEO of Analysys Inter-



Photo by insun.com.cn

national in 2012. It appeared on the Chinese Government Work Report at the third Session of the 12th National People's Congress on March 5.

It is unknown whether the film gamble will pay off for China's Internet companies. But with support for the move codified in national policy, many business planners see Yu's prediction as the way of the future. ■



Chinese and British Education Blending into Each Other

BY YANG XIN

The full broadcast of the BBC's three-episode *Are Our Kids Tough Enough? Chinese Schools in China* has caused a new round of discussion about British and Chinese education – this time, with many details that were initially overlooked.

Many UK media expressed doubts about whether Chinese children's performance could be duplicated in the UK due to its culture's different societal expectations and discipline. But many forgot the documentary's own selection bias.

Fix on Education Gap

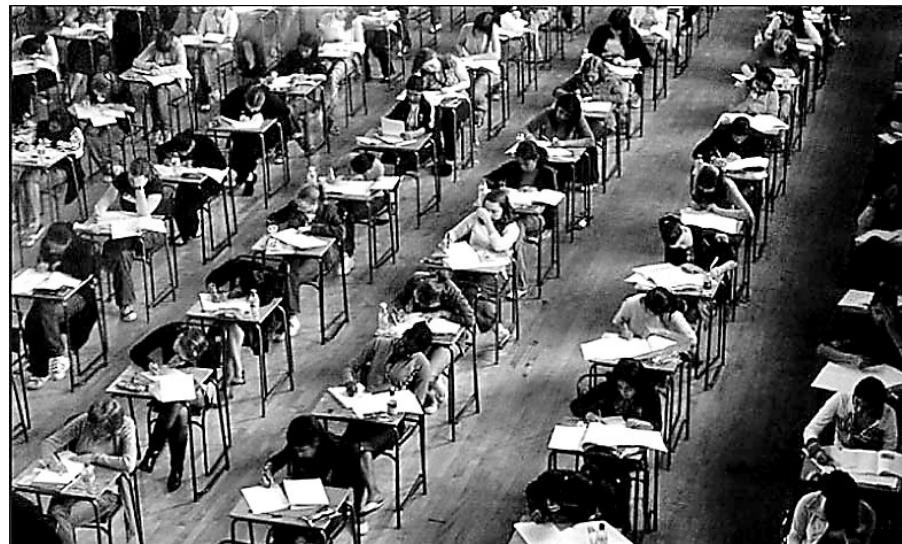
"The teachers would be overjoyed if they went to Eton and taught students there. Kids there are competent and wouldn't let them down," said Oliver Kramer, headmaster of the Zhejiang Ivy A-Level International High School and former head of Oriental Studies at Eton College.

Kramer said it's critical to understand the British education system. In the UK, public and private high schools differ greatly.

It is no secret that UK private schools, in particular elite schools like Eton College, Harrow School and Winchester College, have strict discipline codes and no tolerance for chaos or laziness in the classroom. Like traditional Chinese education, the core of British private school education is rigorous and painstaking.

Unlike in China, British public education is surprisingly disadvantaged.

"Private high schools like Eton accept only 7 percent of applicants and contribute to 50 percent of the freshmen



enrolled at top universities each year," Kramer said.

It only takes three years for students on the public and private school tracks to end up a world apart from each other in terms of career, wealth and life.

"Teaching resources in British public schools are very limited, and sometimes teachers themselves cannot solve the problems they are teaching. Meanwhile, students in public schools seldom have a strong desire to learn since they see no hope in being admitted to a top university. In many British public schools, it's normal that no one applies for elite colleges for years," Kramer said.

In this way, even though public schools attach great importance to students' extracurricular studies, the gap between public and private schools is unlikely to narrow.

What BBC revealed in this docu-



mentary was not a call for British schools to learn from the 'superior' Chinese educational method, but that the traditional Chinese cramming method could possibly be useful in narrowing the education gap between social classes," Xu Xiaotian, an Oxford student and former student of Hangzhou Foreign Language School analyzed.

The US began exploring similar education problems about five years

ago, and Denmark launched a similar project to compare Chinese and Danish education late last year.

Education Stereotypes

A netizen with the handle Yutouyuwei published an interesting argument on Zhihu.com: the UK private education has no problem spreading to China – the only issue is one of money.

"In my understanding, Chinese education is on its way to converge with Western Education, with wealth playing an increasingly important role," he wrote.

"What we are talking about here really is the upper-middle class and above," said Michel Hockx, a professor of Chinese at the School of Oriental and African Studies at the University of London.

"In rich coastal provinces such as Jiangsu and Zhejiang, more and more excellent cram schools have sprung up. My guess is that, in the future, these schools will turn into private schools and play a more significant role in Chinese primary education system. After all, old-style private schools in southern districts have maintained their leading position for the past hundred of year," said Yutouyuwei.

According to Asia Society, there were 3.2 million students studying at private schools in 2004. By 2012, that number had swelled to 5.9 million. The number of students studying at private high schools and middle schools similarly grew by 27 and 43 percent during the same period.

These growing numbers have allowed many private education organizations to expand and thrive. In fact, more and more top schools in Shenzhen are private schools. In Shanghai, the best primary school and middle school are both private.

The boom in private education is not only the result of China's growing middle class but also of the growing dissatisfaction with its tradition-bound education model, which has an enormous emphasis on rote learning instead of creative inspiration.

Hockx said China's elite are looking at other options, and that includes sending their children to private schools and English-speaking schools, in particular boarding schools in Britain which have a very good reputation.

Mixing UK, China Styles

With the British Institute of Education desperate to import some highly effective Chinese education methods and Chinese students willing to be immersed in the British-style education vibe, there has to be a happy middle.

"I study in Hangzhou Foreign Language School, a school that combines Western and Eastern educational concepts. To me, this is the best educational method," said a netizen Bishanzhiyin on Zhihu.com.

Bishanzhiyin is also student of Zou Hailian, one of the five Chinese teachers invited by BBC in recording its documentary.

"Simon (Zou) is the best teacher in my mind. In his class, you can feel his dedication and precision. He teaches us to show respect to teachers and attach great importance to education. Meanwhile, he leads us to the world of innovation and exploration, the soul of western education," he wrote. ■

Photo by Swiss Embassy



Night of Fashionland Design: 65 Years of Sino-Swiss Relations

BY WANG YAN

The Swiss Embassy delighted guests with a glamorous show and meaningful dialogue on Swiss and Chinese fashion, design and culture as it celebrated its 65th anniversary of bilateral relations on September 14.

As one of the first Western countries to recognize the New China in January 1950, Switzerland has crafted numerous achievements with China in the past 65 years and has been enjoying stable, ever-growing and prosperous bilateral relations.

The official celebration, titled Shaping Visions, featured a fashion show with young Chinese and Swiss designers such as Julian

Zigerli, enSoie, Cui Yingzi and CH'IN.

Student art from the Geneva University of Art and Design and China Central Academy of Fine Arts added charisma to the evening. The creative display of innovative Swiss technical textiles offered an insightful look into Switzerland's long history, rich heritage and latest innovative developments.

Captivating Runway Show

The fashion show was produced by Mode Suisse, Switzerland's leading platform for emerging fashion designers, in cooperation with Brand New China, a visionary concept store created by Hung Huang, one of China's

most influential fashion figures.

During the 30-minute catwalk, Swiss and Chinese designers showcased their fresh and bold interpretations of modernity and innovation through their latest collections.

"People might not necessarily associate a fashion event with a diplomatic occasion, especially one as important as the 65th anniversary of diplomatic relations between Switzerland and China. Yet, the dynamism, modernity, innovation and the intimate collaboration among all partners involved at our event are the best demonstration of the substantial Sino-Swiss relationship," said Swiss Ambassador to

China Jean-Jacques de Dardel.

Breathing Life into Textiles

In addition to the runway show, an exhibition of Switzerland's textile technology demonstrated the country's revolutionary involvement in the industry. Eastern Switzerland has long been known for its tradition and expertise in textiles, and a large number of Swiss companies have been in the business for well over a century.

When Asia became an engine for producing classic fabrics, Swiss textile companies began to specialize in high-tech and smart textiles to repeat their success in new markets.

The exhibition, produced in collaboration with the Swiss Textiles association, showcased how Swiss companies continue to innovate by applying state-of-the-art technologies for new applications and solutions in healthcare, mobility and sustainability.

Intensified Sino-Swiss Relations

Switzerland recognized the newly founded People's Republic of China on January 17, 1950. The first Swiss representation in Beijing opened on September 14 the same year, marking the final step in establishing official diplomatic relations.

Since those early beginnings, the relationship between the two countries has strengthened and expanded steadily. The dynamism of the intensified bilateral relationship is underlined with numerous great achievements in the wide range of fields such as politics, economy, culture, education, science and technology, and more recently, the environmental field.

The latest intensive economic co-operation between Switzerland and China was marked by the successful implementation of a free trade agreement in July 2014. Switzerland also became a Chinese yuan hub and active participant in the China-led Asian Infrastructure Investment Bank.

The bilateral trade between the two countries (including Hong Kong) came to \$45 billion in 2014, and Switzerland became China's eighth most important source of imports earlier this year.

Overnight stays of Chinese visitors in Switzerland set a remarkable new record of close to 1.2 million, and that figure is up by 33 percent in the first half of this year. ■

Kang Jae Kyu's Films Land at Culture Center

BY WANG YAN



Photo by Korean Culture Center

Kang Jae Kyu, the South Korean director of *Shiri* and *Taegukgi*, visited the Korean Culture Center earlier this month for a personal film festival.

Opening on September 14, the six-day event showcased Kang's films *Shiri*, *Taegukgi*, *May Way* and *Jang-su Sahng-hoe*. A meet-up with the director was held at Indigo on September 18.

Having directed three films that failed to enter China's theaters, Kang said he was very excited that his latest work *Jang-su Sahng-hoe* will finally be viewed by Chinese moviegoers.

"Even though China and South Korea have established a close relationship in the past decade and the two countries are neighbors, getting my films into China for a public screening takes a really long time," said Kang.

Kang said having his film viewed in a cinema was a great reward. He hopes that in the future more South Korean movies can enter China's market and more Chinese films can enter South

Korea's to strengthen the cultural exchange.

Kang's latest work is an elderly couple's love story that intertwines with the fear of death and the remembrance of youth. The story is heartwarming and shows the audience how a loving and accepting relationship can conquer fear.

The plot follows Sung-chil, a grumpy 70-year-old man who lives alone and works part-time at the local supermarket. Jang-soo, owner of the supermarket and president of the city's redevelopment project, has been trying in vain to get Sung-chil's signature, but he stubbornly refuses any change to his lifestyle.

Then he meets his new neighbor Geum-nim, a feisty yet friendly elderly lady who runs the flower shop next door. Despite his age, Sung-chil is inexperienced and clumsy at romance so the entire town cheers him on and helps him court her. But Geum-nim's daughter Min-jung disapproves of the relationship. ■



Photo by douban.com



BYCI Magazine is Born

The official magazine of Beijing Youth Camp International (BYCI), *Jing Camper*, has entered publication. The 32-page first issue is edited by Beijing Today Media Center and features three sections about the camp's hiking, rock climbing and paintball activities.

Hiking

BYCI offers hiking sites for all skill levels that explore the mountains and scenic resorts surrounding the Chinese capital. The route through Gelaoyu Village is the most popular choice among campers.

Gelaoyu Village offers the best and most interesting place for campers to appreciate nature. BYCI also provides courses for campers to gain outdoor knowledge and experience, including extreme weather survival and emergency preparedness.

During the hike, campers will be given equipment and taught to set up tents. They can also enjoy authentic Beijing food, such as Shiguo Fish.

Rock Climbing

BYCI provides mountain climbing enthusiasts and first-time climbers with the greatest coaches, the best safety gear and the most accurate guidance on rock climbing.

Paintball

Paintball is a sport in which players com-

pete, in teams or individually, to "kill" opponents by tagging them with a paintball gun.

The sport can be played on indoor or outdoor fields according to the number of players. BYCI guarantees one of the best paintball experiences in the capital.

Through this sport, campers can make new friends and learn the importance of team cooperation.

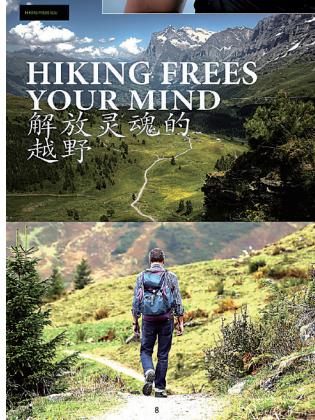
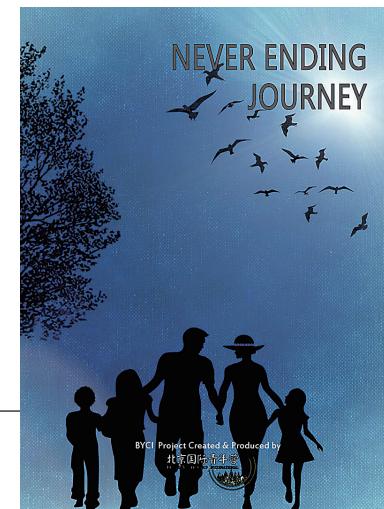
About BYCI

BYCI is hosted by Beijing Government, the Communist Youth League Committee and Beijing Youth Daily Group. Since February 2013, the camp has received many youths from around the world.

BYCI is positioned as a world famous organization and non-profit organization for youth growth and development.

It provides young people from all over the world with the chance to learn about China and Chinese people objectively. Through extensive cooperation with the international youth and volunteer organizations, BYCI promotes development and friendship. ■

(By Shu Pengqian)



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